

DIGITAL PRINTING

Brands need
brand-name pens



NOVEL TIES

2019

Made in Germany

Schneider  Write it



Digital printing for promotional writing instruments:

Digital printing is now also available for selected models of your Schneider promotional writing instruments!

Digital printing makes it possible to display nuanced colour gradients and photographs - all in outstanding print quality.

Another special feature of digital printing is the possibility of embossed printing (digital plus). This creates a special feel through the optional application of additional paint layers. Partially applied as a spot effect, it makes every advertising pen something very unique!

By default you can choose between two types of print:

Digital basic

- CMYK-colour frame printing

Digital plus

- CMYK-colour frame printing
- Embossed print: Additional clear coat for finishing, also partially possible as a spot effect

We also offer this, and many other models with screen- or tampon-printing. Detailed information can be found in the main catalogue "Schneider Promotional Writing Instruments 2018-2019".



Example: Digital basic

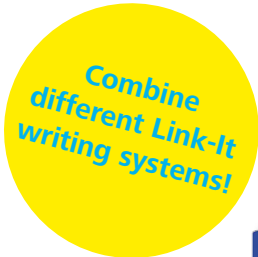
Example: Digital plus



Link-It (Ballpoint Pen Slider)



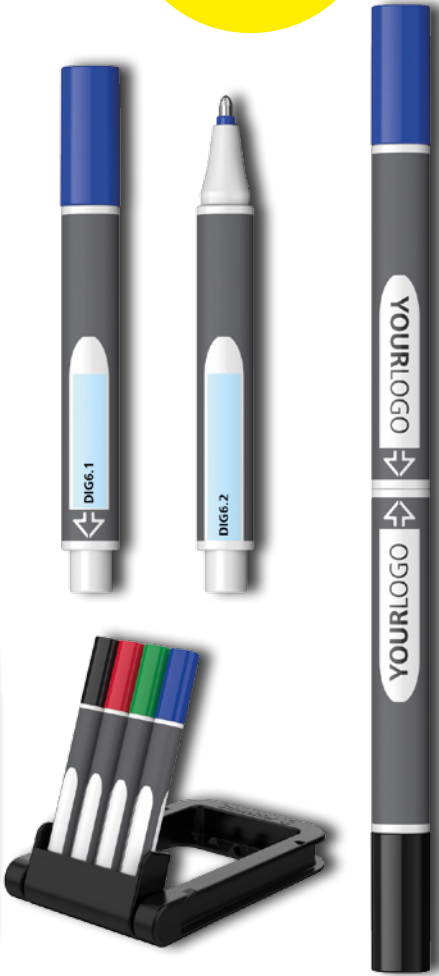
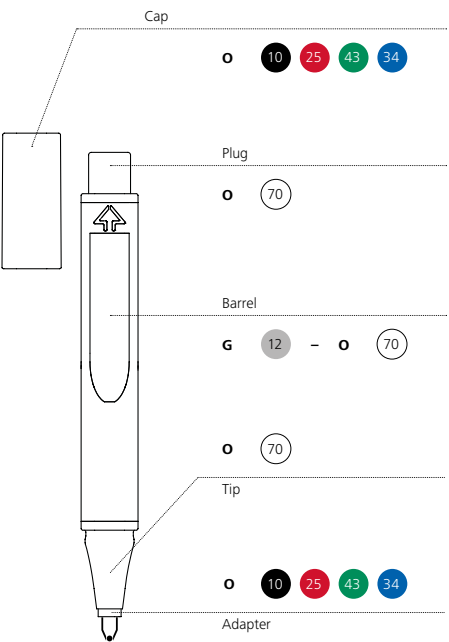
- The first ballpoint pen with a clever system to allow a variety of combinations
- With Viscoglide®-technology for extraordinarily smooth and gliding writing
- Line width Extra Broad (XB)
- Not just favourite colours, also the different Link-It writing systems (ballpoint pens, highlighters and fineliners) can be easily fitted together and then separated again
- Pen body made of > 85 % biobased plastic
- Slip-proof thanks to the rubberised three-edged design
- Can be held comfortably as individual pen as the cap fits on the end of the barrel
- Available in 4 colours
- Produced CO₂ neutrally



Imprint positions

- DIG6.1** on the barrel: 22 × 5,5 mm
DIG6.2 on the barrel: 27,5 × 5,5 mm
DIG7 on the outside wrap: 60 × 10 mm (pencil case of 4), 106 × 10 mm (pencil case of 8)
DIG8 on the pencil case (label): 43 × 9 mm (pencil case of 4), 87 × 9 mm (pencil case of 8)

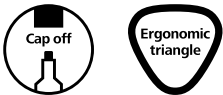
Barrel



Ink colour	Unit	Ref. No.	Barrel	Ink colour
	Pencil case of 4 From 100 pcs.	954594 942094	G 12 O 70 individual	black, red, green, blue individual + different writing systems
	Pencil case of 8 From 100 pcs.	942098	individual	individual + different writing systems
	Set of 2 From 300 pcs.	954530 942092	G 12 O 70 individual	individual individual + different writing systems

Ink colour = colour of cap and of adapter

The colours and abbreviations are explained on page 23.

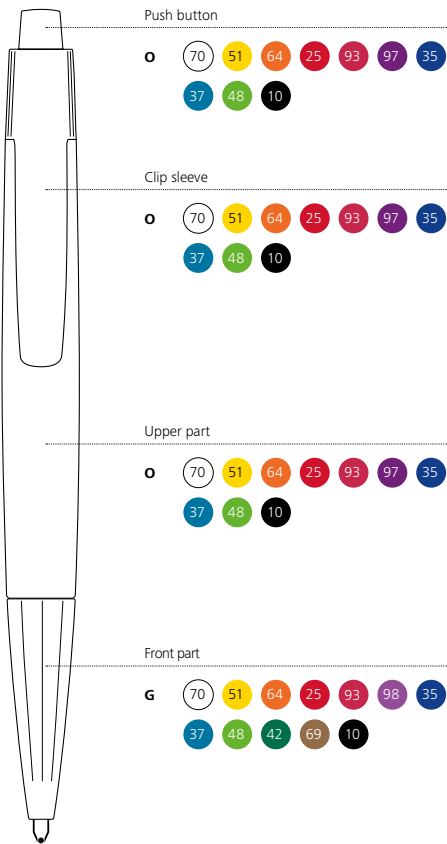


Like (opaque)



- Retractable ballpoint pen available in opaque plastics in 10 fresh colours, with matt surface and rubberised anti-slip grip zone
- Equipped with Schneider refill 774 M

Barrel



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 73 x 7,5 mm
- DIG2** on the upper part, on the left side of the clip: 73 x 7,5 mm
- DIG3** on the upper part, on the back side: 73 x 7,5 mm
- DIG4** on the clip: 48 x 6 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	936599	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.

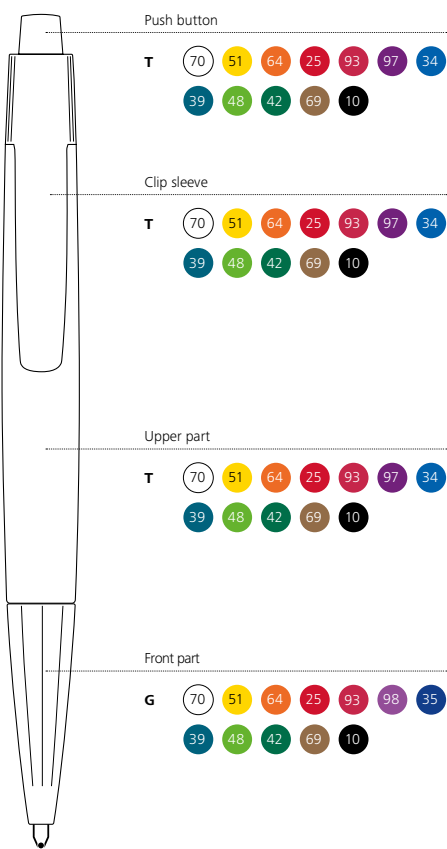


Like (transparent)



- Retractable ballpoint pen available in transparent plastics in 12 fresh colours, with matt surface and rubberised anti-slip grip zone
- Equipped with Schneider refill 774 M

Barrel



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 73 × 7,5 mm
- DIG2** on the upper part, on the left side of the clip: 73 × 7,5 mm
- DIG3** on the upper part, on the back side: 73 × 7,5 mm
- DIG4** on the clip: 48 × 6 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	936599	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

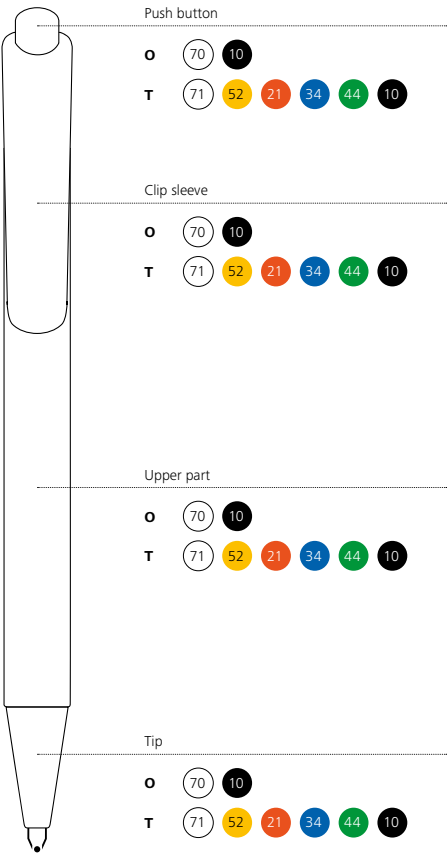
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Dynamix

- Retractable ballpoint pen available in transparent or opaque plastics with matt surface
- Equipped with Schneider refill 774 M

Barrel



Ink colour



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 90 × 6 mm
- DIG2** on the upper part, on the left side of the clip: 90 × 6 mm
- DIG3** on the upper part, on the back side: 90 × 6 mm
- DIG4** on the clip: 27 × 8,5 mm



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	930699	individual	individual

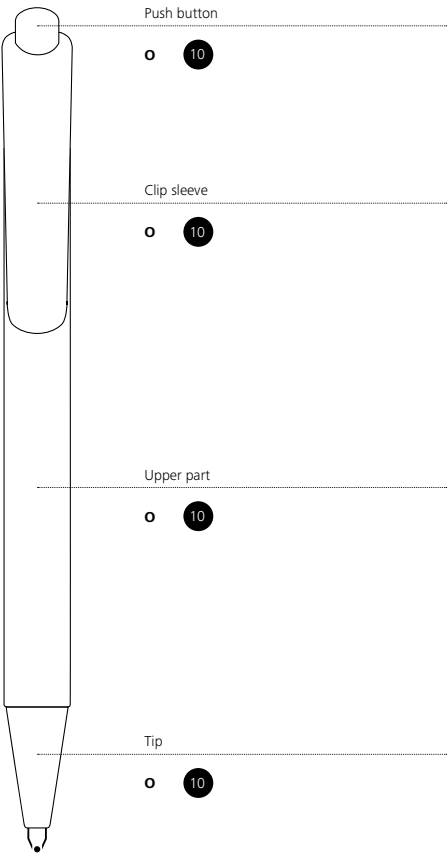
For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



- Retractable ballpoint pen available in opaque plastics with matt surface
- Pen body made of > 90 % recycled plastic
- Equipped with Schneider refill 774 M
- Produced CO₂ neutrally

Barrel






Ink colour



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 90 × 6 mm
- DIG2** on the upper part, on the left side of the clip: 90 × 6 mm
- DIG3** on the upper part, on the back side: 90 × 6 mm
- DIG4** on the clip: 27 × 8,5 mm



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	930301		black
	930349		blue
	930399		individual

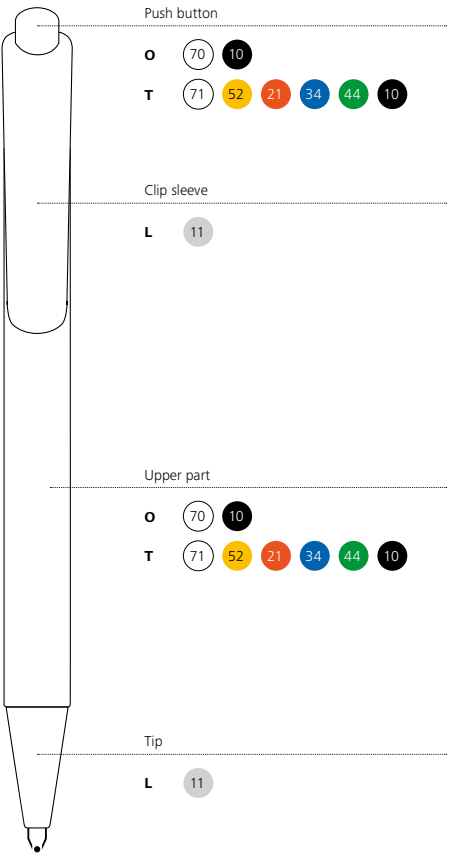
For orders greater than 600 pcs. you can select different refills and ink colours. Special colours for pen body upon request.
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019".
Details of the imprint positions for screen and tampon-printing can be found in the main catalogue (model Dynamix).



Dynamix Pro+

- Retractable ballpoint pen available in transparent or opaque plastics with matt surface
- High-quality lacquered clip and tip
- Equipped with Schneider refill 774 M

Barrel



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 90 × 6 mm
- DIG2** on the upper part, on the left side of the clip: 90 × 6 mm
- DIG3** on the upper part, on the back side: 90 × 6 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	937599	individual	individual

For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

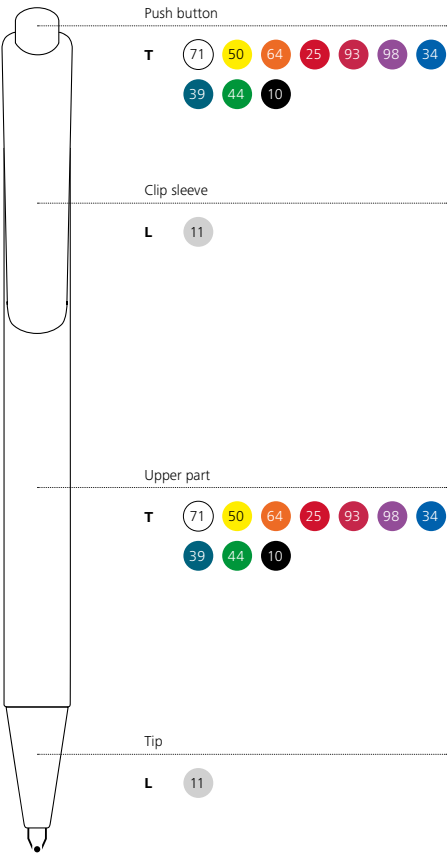
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Dynamix Shine

- Retractable ballpoint pen available in transparent plastics with shiny surface
- High-quality lacquered clip and tip
- Equipped with Schneider refill 774 M

Barrel



Ink colour



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 90 × 6 mm
- DIG2** on the upper part, on the left side of the clip: 90 × 6 mm
- DIG3** on the upper part, on the back side: 90 × 6 mm



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	930499	individual	individual

For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

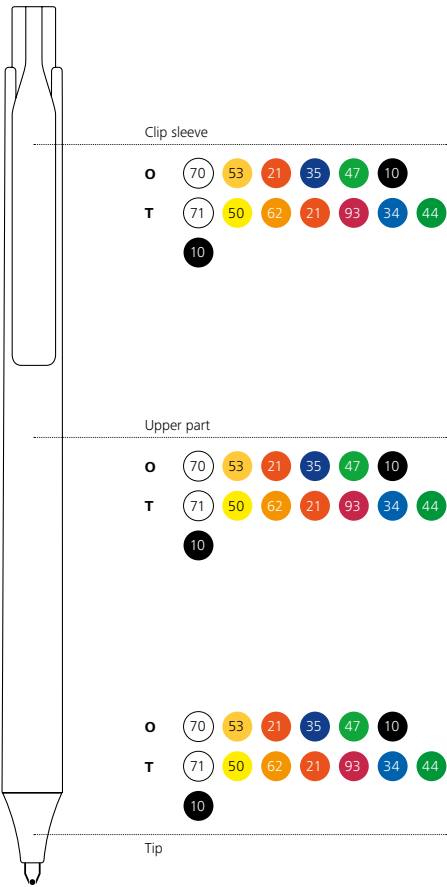
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Essential

- Retractable ballpoint pen available in transparent or opaque plastics with shiny surface
- Equipped with Schneider refill 774 M

Barrel

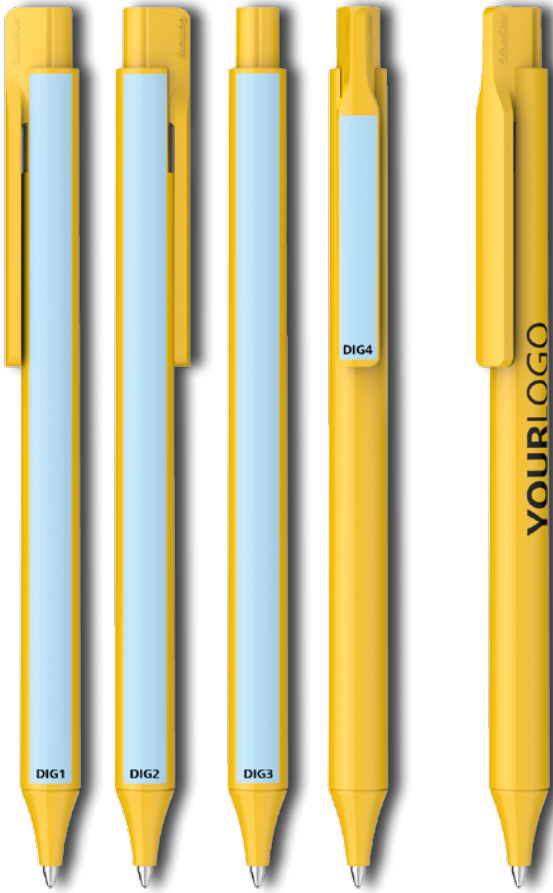


Ink colour



Imprint positions

- DIG1** on the upper part, on the right side of the clip: 117 x 7 mm
- DIG2** on the upper part, on the left side of the clip: 117 x 7 mm
- DIG3** on the upper part, on the back side: 117 x 7 mm
- DIG4** on the clip: 40 x 6 mm



Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	937399	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



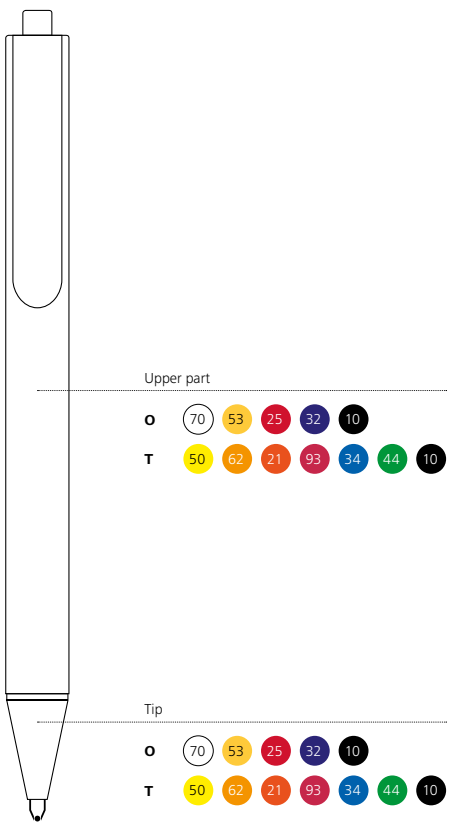
Evo

- Retractable ballpoint pen available in transparent or opaque plastics with shiny surface
- Metal clip and push button
- Equipped with Schneider refill 774 M

Barrel

Imprint positions

- DIG1** on the upper part, on the right side of the clip: 107 × 7 mm
- DIG2** on the upper part, on the left side of the clip: 107 × 7 mm
- DIG3** on the upper part, on the back side: 107 × 7 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	939699	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



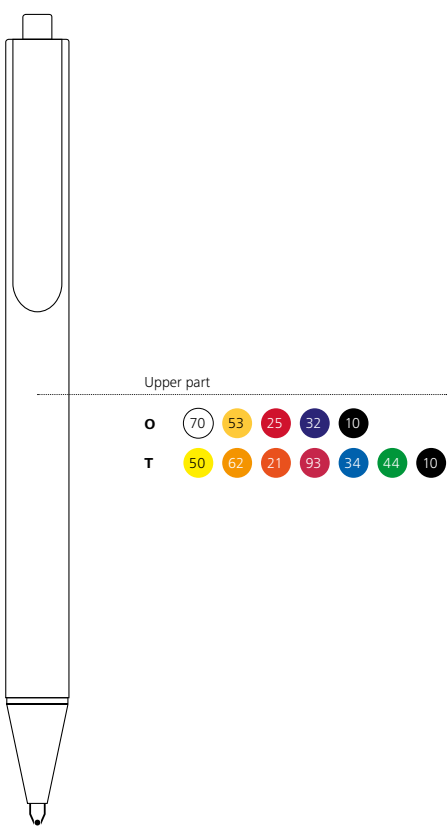
Evo Pro

- Retractable ballpoint pen available in transparent or opaque plastics with shiny surface
- Barrel tip, clip and push button in metal
- Equipped with Schneider refill 774 M

Barrel

Imprint positions

- DIG1** on the upper part, on the right side of the clip: 107 × 7 mm
- DIG2** on the upper part, on the left side of the clip: 107 × 7 mm
- DIG3** on the upper part, on the back side: 107 × 7 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	939899	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



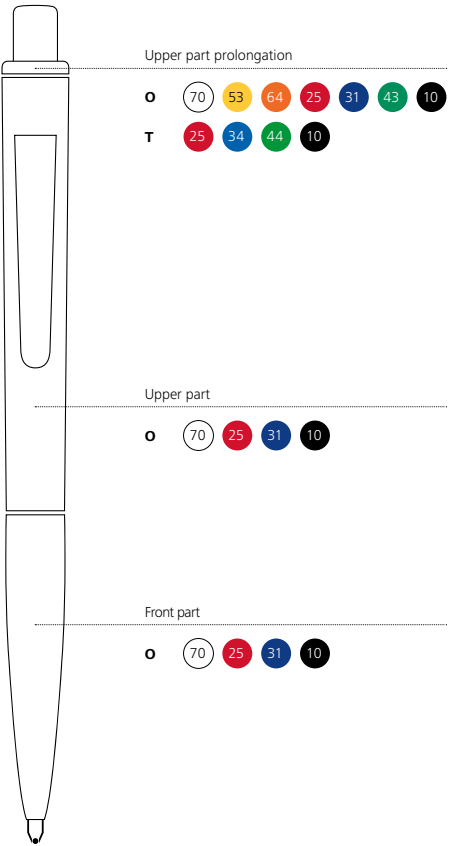
K 1

- Classical retractable ballpoint pen in opaque plastics with shiny surface
- Metal clip and push button
- Equipped with Schneider refill 774 M

Barrel

Imprint positions

- DIG1** on the upper part, on the right side of the clip: 70 × 7 (9) mm
DIG2 on the upper part, on the left side of the clip: 70 × 7 (9) mm
DIG3 on the upper part, on the back side: 70 × 7 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	93148	o 70 o 70	blue
From 1.000 pcs.	931499	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



K 1 Biosafe

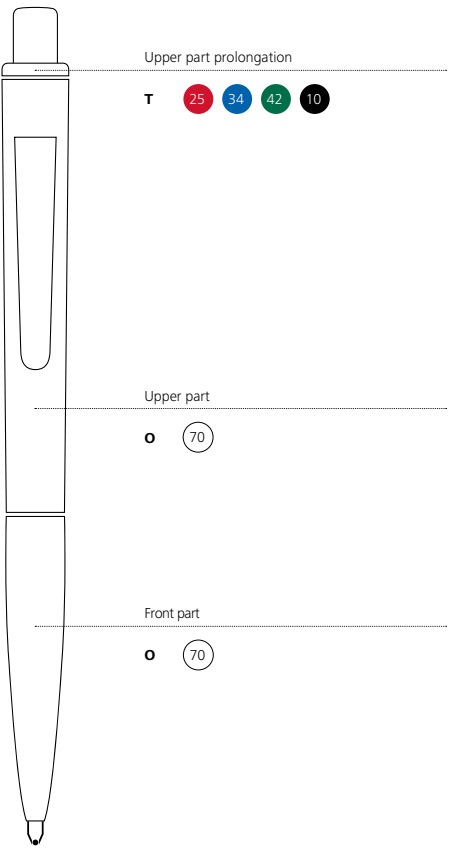


- Retractable ballpoint pen with pen body made of > 65 % biobased plastic
- Metal clip and push button
- Equipped with Schneider refill Express 739 M

Barrel

Imprint positions

- DIG1 on the upper part, on the right side of the clip: 70 x 7 (9) mm
- DIG2 on the upper part, on the left side of the clip: 70 x 7 (9) mm
- DIG3 on the upper part, on the back side: 70 x 7 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	932899	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.

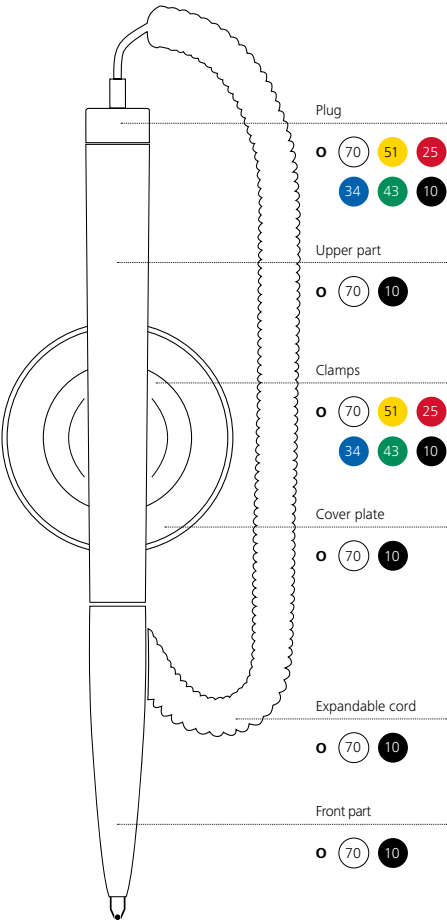
The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Klick-Fix-Pen Promo

- Ballpoint pen with expandable cord for fastening at the cash desk, phone, in the car etc.
- The Klick-Fix is auto adhesive, and the pen holder can be redated to any position
- Equipped with Schneider refill 774 M

Barrel



Ink colour



Imprint positions

DIGS on the upper part: 78 x 7 mm



Unit	Ref. No.	Barrel		Ink colour
From 100 pcs.	941301	<input type="radio"/> 10	<input type="radio"/> 70	blue
	941302	<input type="radio"/> 25	<input type="radio"/> 70	blue
	941303	<input type="radio"/> 34	<input type="radio"/> 70	blue
	941304	<input type="radio"/> 43	<input type="radio"/> 70	blue
	941305	<input type="radio"/> 51	<input type="radio"/> 70	blue
	941349	<input type="radio"/> 70	<input type="radio"/> 70	blue
	941351	<input type="radio"/> 10	<input type="radio"/> 10	black
	941352	<input type="radio"/> 25	<input type="radio"/> 10	black
	941353	<input type="radio"/> 34	<input type="radio"/> 10	black
	941354	<input type="radio"/> 43	<input type="radio"/> 10	black
	941355	<input type="radio"/> 51	<input type="radio"/> 10	black
	941356	<input type="radio"/> 70	<input type="radio"/> 10	black
	From 1.000 pcs.	941299		individual

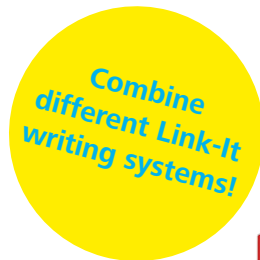
For orders greater than 1.000 pcs. you can select different refills and ink colours.
 The colours and abbreviations are explained on page 23. Optional refills on page 84 in the main catalogue "Schneider Promotional Writing Instruments 2018-2019". Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Link-It (Fineliner)



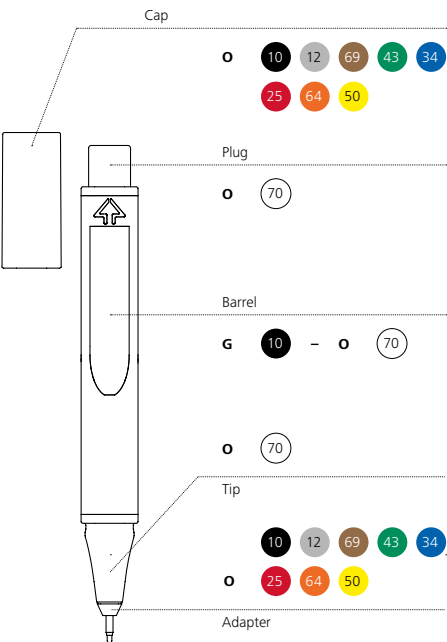
- Click! The first modular system that cleverly links two pens
- Fineliner, line width 0,4 mm
- Pen body made from > 85 % biobased plastic
- Cap-off ink does not run dry even if the cap is removed for 2-3 days
- Slip-proof thanks to the rubberised three-edged design
- Can be held comfortably as individual pen as the cap fits on the end of the barrel
- Available in 8 colours
- Produced CO₂ neutrally



Imprint positions

- DIG6.1** on the barrel: 22 x 5,5 mm
- DIG6.2** on the barrel: 27,5 x 5,5 mm
- DIG7** on the outside wrap: 60 x 10 mm (pencil case of 4), 106 x 10 mm (pencil case of 8)
- DIG8** on the pencil case (label): 43 x 9 mm (pencil case of 4), 87 x 9 mm (pencil case of 8)

Barrel



Ink colour	Unit	Ref. No.	Barrel	Ink colour
	Pencil case of 4 From 100 pcs.	991294 942094	G 10 O 70 individual	black, red, green, blue individual + different writing systems
	Pencil case of 8 From 100 pcs.	991298 942098	G 10 O 70 individual	black, grey, brown, green, blue, red, orange, yellow individual + different writing systems
	Set of 2 From 300 pcs.	991230 942092	G 10 O 70 individual	individual individual + different writing systems

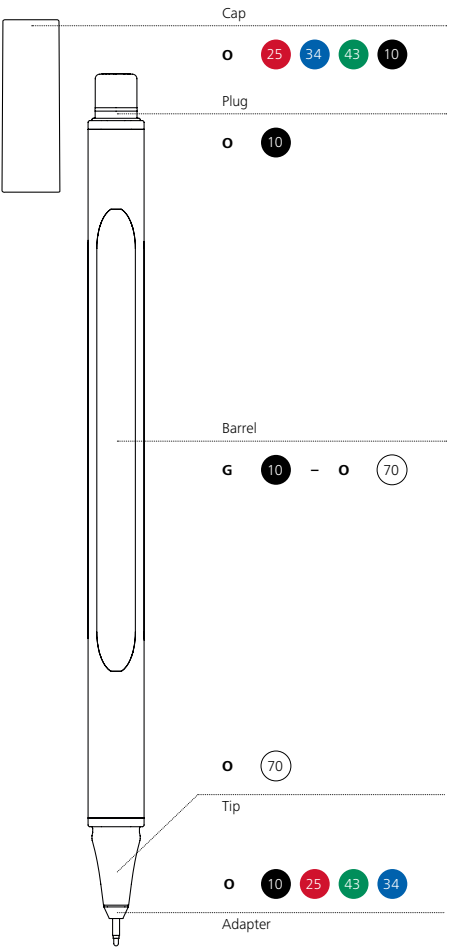
Ink colour = colour of cap and of adapter

The colours and abbreviations are explained on page 23.



- Fineliner with a barrel of > 85 % biobased plastic
- Robust metal-encased writing tip, line width 0.4 mm
- Cap-off ink does not run dry even if the cap is removed for 2-3 days
- Rubberised triangular barrel for relaxed writing
- Available in 4 colours
- Produced CO₂ neutrally

Barrel



Imprint positions

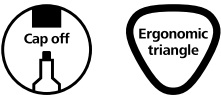
- DIG6 on the barrel: 69 x 5,5 mm
- DIG7 on the outside wrap: 60 x 10 mm (pencil case of 4)
- DIG8 on the pencil case (label): 43 x 9 mm (pencil case of 4)



Ink colour	Unit	Ref. No.	Barrel	Ink colour
	1 pen From 300 pcs.	991001	G 10 O 70	black
		991002	G 10 O 70	red
		991003	G 10 O 70	green
		991004	G 10 O 70	blue
	Pencil case of 4 From 100 pcs.	991094	G 10 O 70	black, red, green, blue

Ink colour = colour of cap and of adapter

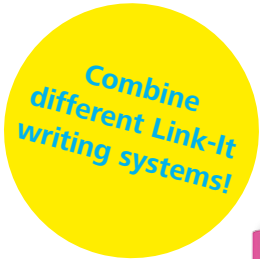
The colours and abbreviations are explained on page 23.



Link-It (Highlighter)



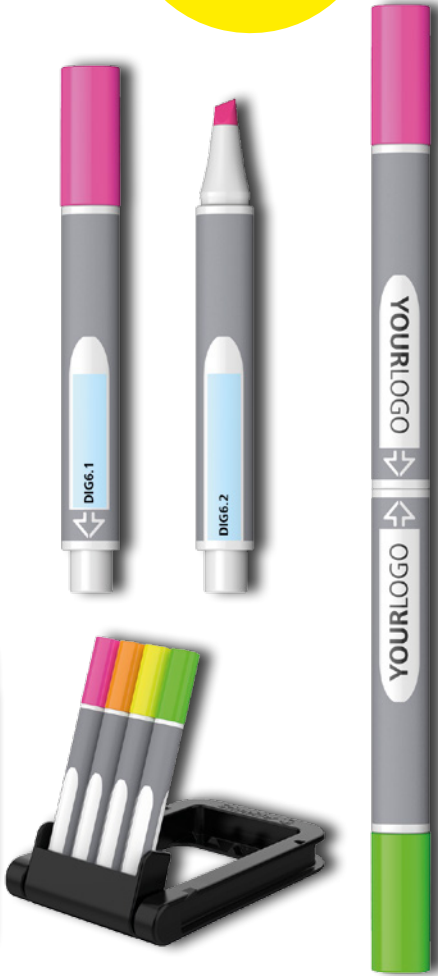
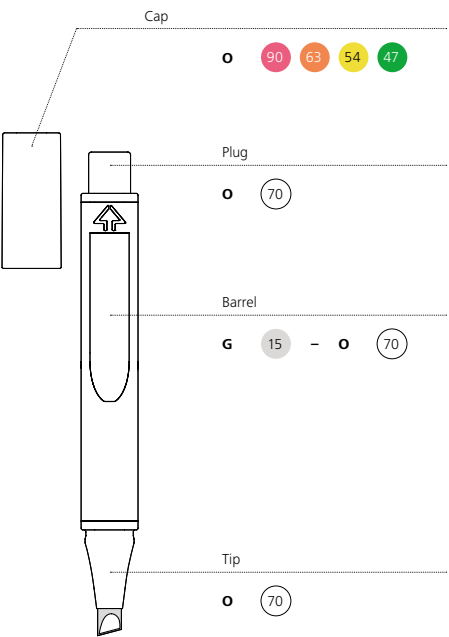
- The first highlighter with a clever system to allow a variety of combinations
- Chisel tip for line widths 1+4 mm
- Not just favourite colours, also the different Link-It writing systems (ballpoint pens, highlighters and fineliners) can be easily fitted together and then separated again
- Pen body made of > 85 % biobased plastic
- Slip-proof thanks to the rubberised three-edged design
- Can be held comfortably as individual pen as the cap fits on the end of the barrel
- Available in 4 colours
- Produced CO₂ neutrally



Imprint positions

- DIG6.1** on the barrel: 22 × 5,5 mm
DIG6.2 on the barrel: 27,5 × 5,5 mm
DIG7 on the outside wrap: 60 × 10 mm (pencil case of 4), 106 × 10 mm (pencil case of 8)
DIG8 on the pencil case (label): 43 × 9 mm (pencil case of 4), 87 × 9 mm (pencil case of 8)

Barrel



Ink colour	Unit	Ref. No.	Barrel	Ink colour
	Pencil case of 4 From 100 pcs.	919294 942094	G 15 O 70 individual	pink, orange, yellow, green individual + different writing systems
	Pencil case of 8 From 100 pcs.	942098	individual	individual + different writing systems
	Set of 2 From 300 pcs.	919230 942092	G 15 O 70 individual	individual individual + different writing systems

Ink colour = colour of cap

The colours and abbreviations are explained on page 23.



Highlighter 180

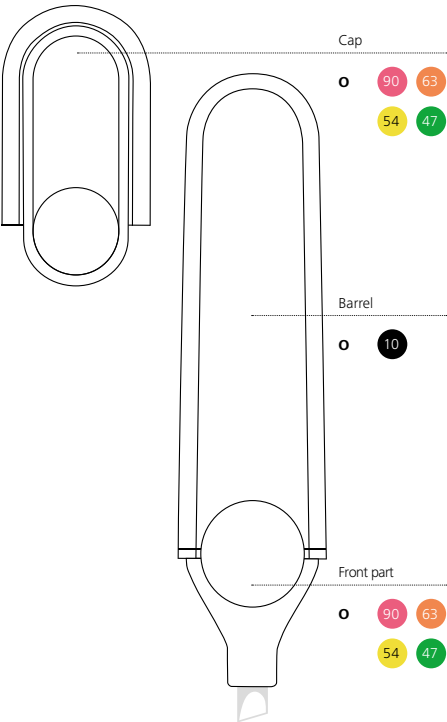


- Highlighter in opaque plastics with matt surface
- Vivid and light proof ink suitable for normal, copy and fax paper
- Chisel tip for 1+5 mm

Barrel

Imprint positions

DIG6 on the barrel: 65 x 18,4 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	918009	O 10 O 90	pink
	918006	O 10 O 63	orange
	918005	O 10 O 54	yellow
	918004	O 10 O 47	green

Ink contains the preservatives C(M)IT/MIT

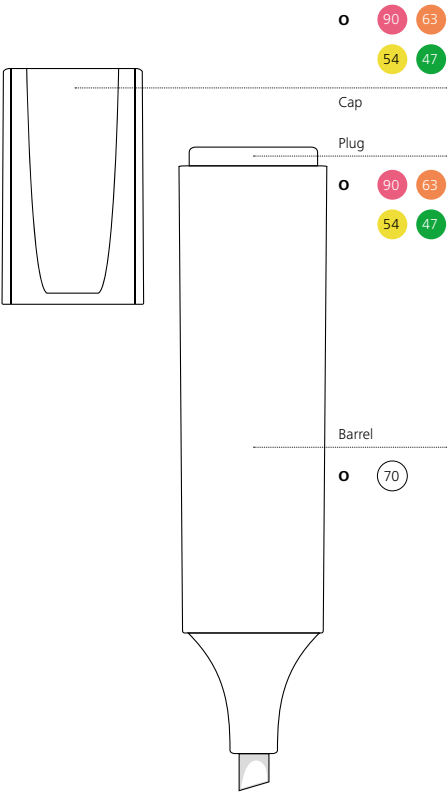
Special colours for pen body upon request.
The colours and abbreviations are explained on page 23.
Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Highlighter 150

- Highlighter in opaque plastics with matt surface
- Vivid and light proof ink suitable for normal, copy and fax paper
- Chisel tip for 1+5 mm

Barrel



Imprint positions

DIG6 on the barrel: 76 x 17 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	915009	Ø 70	Ø 90
	915006	Ø 70	Ø 63
	915005	Ø 70	Ø 54
	915004	Ø 70	Ø 47

Ink contains the preservatives C(M)IT/MIT

Special colours for pen body upon request.

The colours and abbreviations are explained on page 23.

Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



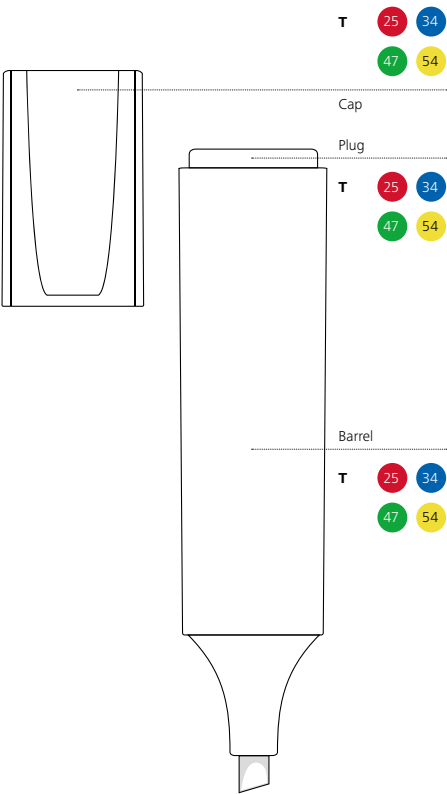
Highlighter 177

- Highlighter in transparent plastics with matt surface
- Vivid and light proof ink suitable for normal, copy and fax paper
- Chisel tip for 1+5 mm

Barrel

Imprint positions

DIG6 on the barrel: 76 x 17 mm



Ink colour



Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	917702	T 25	red
	917703	T 34	blue
	917704	T 47	green
	917705	T 54	yellow

Ink contains the preservatives C(M)IT/MIT

Special colours for pen body upon request.
The colours and abbreviations are explained on page 23.
Details of the imprint positions for screen- and tampon-printing can be found in the main catalogue.



Technical data

Artwork

In order to perfectly create your imprint motifs and logos in accordance with your concepts on the selected promotional pens we need you to submit best quality artwork. In order to minimise your preparations we offer the following guidelines. There are three ways to submit your artwork:

1. Digital Data

The best alternative in the submission of artwork is to send it in the form of data or graphical data. Basically two categories exist within digital graphics:

Vector Graphics

In vector graphics the individual set of a graphic is built up from the basic elements such as curves, lines and then saved in the form of coordinates and mathematical vectors. This has the big advantage that the corresponding graphics enlarge or reduce without steps and without loss of quality. Additionally vector graphics need a lot less data volume compared to bitmaps.

Some of the more popular vector graphic programs are Corel-Draw (.cdr) and Adobe Illustrator (.ai). These programs as well as EPS or PDF graphics give the best results.

Warning: Please note that the original bitmap files that are saved or placed in vector-programs are not vector-graphics and are therefore not suitable to produce final films!

Bitmaps

The picture information is saved point by point. The disadvantage of bitmaps is that picture enlargements and reductions will result in considerable loss of quality. Artwork in bitmap format can be used, but it should have a resolution of a minimum of 1,200 dpi in reference to the original print size.

The most famous bitmap programs are TIFF, PSD and JPG. Internet graphics (e.g. gif) are not suitable for reproduction of artwork because they usually do not have sufficient resolution for printing.

Warning: Bitmap graphics which are saved or placed in Word, PowerPoint or Excel are not suitable!

2. Reproducible Artwork

For producing the process films we need your best quality reproducible artwork, e.g. clear hard copy, good drawings, crisp prints etc. – and please, not too small!

Please note that fax and photocopies can't be used.

Using Fonts in Digital Data

If you use fonts in your digital artwork, we kindly ask you to convert them to curves/vectors or to send the fonts as separate data (True-Type, Open-Type or Type1 Fonts).

Possibilities for Transmission

You can send us your imprinting data via E-mail or on CD/ DVD. If you wish to send us your files via E-mail please attach the data to your E-mail-client as an enclosure and indicate in your E-mail the program in which you have established the data. Together with all the other relevant information please send your E-mails to: viw@schneiderpen.de

Imprint positions

- DIG1** on the upper part, on the right side of the clip
- DIG2** on the upper part, on the left side of the clip
- DIG3** on the upper part, on the back side
- DIG4** on the clip
- DIG5** on the upper part
- DIG6** on the barrel
- DIG7** on the outside wrap
- DIG8** on the pencil case (label)

Signs and symbols



Cap-off

Can be kept open for 2 to 3 days without drying up.



For Documents

The writing is permanent according to ISO standards for "documentary use".



Triangular shape

Defines exact position for each finger.



CO₂ neutral

Schneider offsets unavoidable emissions by supporting a certified and ecologically sustainable climate protection project. Further information can be found at Climatepartner.com



Bio

Pen bodies with this symbol are made of biobased plastic.



Recycling

Pen bodies with this symbol are made of recycled plastic.



Price category 1

Price category 2

Price category 3

Price category 4

Colour descriptions

Below please find a list of the colours for the plastic parts used in the catalogue. They all are adjusted to a Pantone colour tone. These colour details are only approximate. They can differ from the original plastic colours. To avoid these discrepancies please order a sample in the required colour

Black 10	Silver 11	Pantone Cool Gray 6 12	Pantone Cool Gray 1 15	Pantone 179 21
Pantone 186 25	Pantone 7687 31	Pantone 2756 32	Pantone 293 34	Pantone 662 35
Pantone 7468 37	Pantone 315 39	Pantone 3425 42	Pantone 347 43	Pantone 355 44
Pantone 361 47	Pantone 368 48	Pantone Yellow 50	Pantone 116 51	Pantone 130 52
Pantone 123 53	Pantone 809 54	Pantone 151 62	Pantone 811 63	Pantone 1585 64
Pantone 7588 69	White 70	Transparent 71	Pantone 806 90	Pantone 214 93
Pantone 259 97	Pantone 258 98			

Please note that the illustrated product colours shown throughout this catalogue may vary slightly from actual products due to inherent limitations in reproduction techniques.

Plastic types

- G** Rubberised
- L** Lacquered
- O** Opaque
- T** Transparent

